

Interested in becoming a digital media guru? U.S. Embassy La Paz needs a Social Media Analyst



Project Title	Interested in becoming a digital media guru? U.S. Embassy La Paz needs a Social Media Analyst
Project Summary	Gain tons of knowledge and experience about digital media analysis while you help the U.S. Embassy La Paz position itself better for future digital presence in Bolivia.
Country	Bolivia

Project Description

U.S. Embassy La Paz operates an official website and set of vibrant social media platforms. Constant social media listening is as important as content creation to better leverage our current digital outlets.

Your primary deliverables as social media analyst will be:

- Report on Bolivia's digital media landscape including Internet penetration, numbers of Facebook, WhatsApp, Twitter and YouTube users broken down into segments by: age, gender, device, etc.
- Report on Bolivia's social media influencers on Facebook, Instagram, Twitter, YouTube and other platforms, including anchors, music industry, social activists, entrepreneurs, or any other organic influencers.
- Report on new social media trends worldwide as they refer to their potential use in Bolivia, for example TikTok or others.

Required Skills or Interests

Skill(s)
Data analysis
Data visualization
Research
Social media management

Additional Information

None

Language Requirements

Language	Speaking Proficiency	Reading Proficiency	Importance
Spanish	No practical proficiency	Limited working proficiency	Nice to Have